Women's Policy Office
Executive Council

Annual Report 2013 – 14

Newfoundland
Labrador

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Message from the Minister

September 5, 2014

As Minister Responsible for the Status of Women and in accordance with the Government of Newfoundland and Labrador's commitment to accountability, I am pleased to submit the 2013 - 14 Annual Report for the Women's Policy Office.

Throughout Newfoundland and Labrador, women play an important role in the cultural, social and economic development of our communities. The Women's Policy Office continues to work with other government departments and entities, along with community partners and stakeholders to continue to build on work to advance social and economic opportunities for women in this province and to ensure that women's voices and perspectives inform and guide the development of public policy.

The Women's Policy Office also plays a pivotal role in the prevention of violence in our communities with its Violence Prevention Initiative. It is committed to supporting healthy, safe and dynamic communities that can contribute to the social and economic well-being of all citizens of Newfoundland and Labrador.

This report covers the fiscal year April 1, 2013 to March 31, 2014. It also provides details on the activities accomplished by the Women's Policy Office within the three year reporting period as outlined in its 2011 - 14 Business Plan.

As the Minister Responsible for the Status of Women, I am accountable for the results reported in this document. This Annual Report has been prepared in accordance with the Government of Newfoundland and Labrador's *Transparency and Accountability Act* provisions.

I want to recognize the staff of the Women's Policy Office and government departments, agencies and community partners for their dedication to advancing social and economic opportunities for women and the prevention of violence in our communities.

Charlene Johnson

The Honourable Charlene Johnson
Minister Responsible for the Status of Women

1.0 Organizational Overview

The Women's Policy Office was established in 1985 to:

- develop and expedite Provincial Government policies and programs to enhance the social and economic status of women in the province and ensure that these are communicated to the public;
- ensure that the impact on women of all legislation, policies and programs is brought to the attention of the Minister Responsible for the Status of Women, Cabinet and its committees, as well as Provincial Government departments and agencies;
- monitor and review programs and other activities of departments and agencies to ensure compliance and conformity with the Provincial Government policy of improving the status of women; and
- liaise with Provincial Government departments and agencies, other governments and advisory councils, and women's organizations on all issues affecting women.

1.1 Vision

The vision of the Women's Policy Office is true social, legal, cultural and economic equality for women and girls in Newfoundland and Labrador.

1.2 Mission

By 2017, the Women's Policy Office will have contributed to the advancement of women's social, cultural, legal and economic equality in Newfoundland and Labrador.

1.3 Physical Location

The Women's Policy Office is located in St. John's on the fourth floor of the Confederation Building, West Block. It contracts delivery of services to St. John's, Bay St. George, Port aux Basques, Corner Brook, Gander, Labrador City, Happy Valley-Goose Bay and Grand Falls-Windsor through eight Women's Centres located in these communities.

Violence prevention services are delivered through 10 Regional Coordinating Committees against Violence (RCCs) associated with the Violence Prevention Initiative (VPI), as well as the Transition House Association of Newfoundland and Labrador (THANL), and the Newfoundland and Labrador Sexual Assault Crisis and Prevention Centre (NLSACPC).

1.4 Staffing

The Women's Policy Office has a core complement of an all-female staff comprising of 11 temporary and permanent positions, including:

- Deputy Minister
- Secretary for the Deputy Minister
- Program, Policy, and Communications Analyst
- Director of Violence Prevention
- Provincial Training Coordinator
    - Training
- Senior Policy, Planning and Research Analyst
    - Research
- Manager of Economic Policy
- Manager of Social Policy
- Information Management Technician II
- Administrative Officer
- Word Processing Equipment Operator I

2.0 Lines of Business

2.1 Policy Analysis and Advisory Services

For the purposes of fulfilling the Women's Policy Office mandate, policy is understood to mean any action taken by the Government of Newfoundland and Labrador; therefore, the Women's Policy Office works with executive members and policy analysts of the Provincial Government to support the development of gender-based analysis and special measures so that they can be applied to all legislation, programs and services. By applying gender-based analysis, the Women's Policy Office supports the Provincial Government's commitments to women by increasing capacity to address traditional barriers.

The work of the Women's Policy Office ensures that Cabinet and its committees are fully informed on how women are affected by policy and program decisions. The Women's Policy Office highlights women's needs and advises on ways gender equity can be better achieved. As part of the development of a gender lens, the Women's Policy Office promotes the message that women and girls experience the world differently and may have different needs than men. Provincial Government departments and agencies, in developing this work, are encouraged to seek out current sex-disaggregated data and analyze its findings, as well as consult with the women's community on proposed programs, legislation and policy matters.

The Provincial Advisory Council on the Status of Women

The Women's Policy Office provides an operating grant to the Provincial Advisory Council on the Status of Women, to support their legislated mandate to advise the Government of Newfoundland and Labrador and the public on matters of importance to women.

2.2 Information Collection and Communication Services

The Women's Policy Office is responsible for collecting information from a variety of sources to provide evidence-informed policy advice and reporting annually on the status of women. To meet this responsibility, the Women's Policy Office collects statistics and conducts research to assess the current status of women, and identifies systemic inequities and information gaps. As part of the information collection process, the Women's Policy Office consults regularly with the women's community to identify ongoing and emerging issues of concern, as well as potential solutions. Beyond providing policy advice to Provincial Government departments and agencies, the Women's Policy Office communicates information on the status of women through publications, events and initiatives.

2.3 Advancing the Economic and Social Status of Women

The Women's Policy Office is mandated to take on special programs to advance the status of women. Currently, the Women's Policy Office is leading and partnering on initiatives related to the development and monitoring of Gender Equity and Diversity Plans (GEDPs). Such plans act as a special measure to address traditional employment barriers for women in male-dominated occupations province-wide. Measures such as GEDPs also help address current labour market shortages, especially in skilled trades.

2.4 Advancing the Status of Aboriginal Women

The Women's Policy Office works with Aboriginal Affairs and women from various organizations to advance the status of Aboriginal women in Newfoundland and Labrador. The Women's Policy Office supports Aboriginal women through two funding streams: (1) an annual operating grant of $100,000 to the Newfoundland Aboriginal Women's Network; and, (2) through the VPI, Aboriginal Women's Violence Prevention Grants Program. Eleven (11) organizations were successful in their application to the program during 2013 - 14 and are listed under section 5.0.

The Inuit Women's Capacity Building Program continued during 2013 - 14 with regular maintenance and updating of the Facebook page titled *Knowledge is Empowerment*. The page was updated on a regular basis with information on: employment opportunities; various government programs and services; scholarship opportunities; and community activities. The Women's Policy Office also supported traditional knowledge transfer through the teachings of local crafts women in the art of atigik (parka) making at workshops in Makkovik and Nain with a total of 20 female participants.

2.5 Violence Prevention Initiative

The Women's Policy Office administers the VPI, a multi-departmental Provincial Government-community partnership to prevent violence in Newfoundland and Labrador. The VPI provides leadership within the province to help address violence against those most at risk, including women, children and youth, Aboriginal women and children, older persons, persons with disabilities, lesbian, gay, bisexual and transgender persons, persons of differing race or ethnicity, and persons of differing economic status.

The work of the VPI has been focused on six strategic priority areas:

1. Increasing public awareness and attitudinal change about violence against vulnerable populations;
2. Increasing community participation;
3. Improving legislation, policy, programs, services, information and facilities;
4. Supporting Aboriginal women and children;

5. Enhancing research and development; and
6. Improving leadership, coordination and accountability.

Among its many activities, the VPI coordinates the delivery of the Violence Awareness and Action Training (VAAT) program, facilitates meetings of violence prevention committees, coordinates public awareness on violence prevention, and provides clearing house services for information on violence.

The VPI also provides operational funding for 10 RCCs as well as the NLSACPC and the THANL.

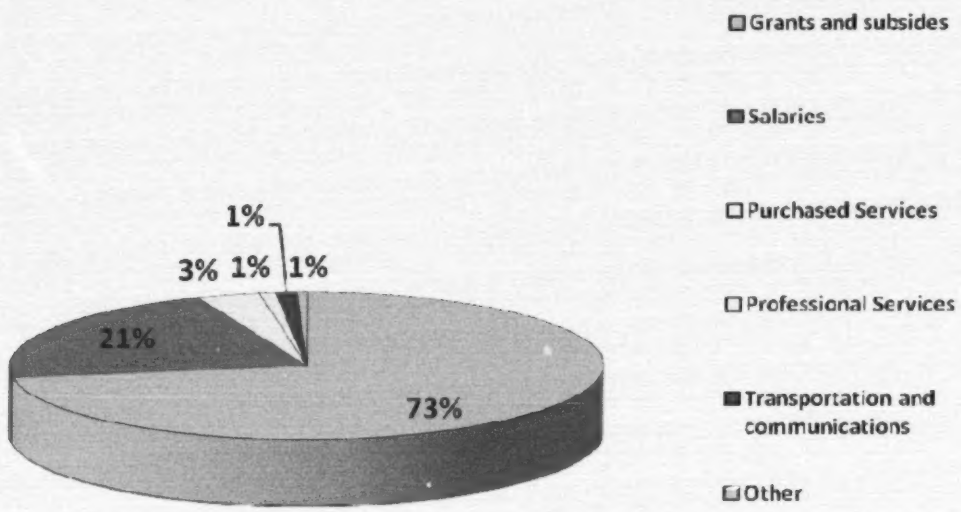
2.6 Community Programs

The Women's Policy Office provides grants to many equality-seeking organizations in Newfoundland and Labrador, including:

- Eight Women's Centres to advance the status of women in their regions (subject to approved criteria);
- Aboriginal organizations to advance violence prevention for Aboriginal women and children;
- Newfoundland Aboriginal Women's Network; and
- Multicultural Women's Organization of Newfoundland and Labrador.

3.0 Expenditures

In 2013 - 14, the expenditures of the Women's Policy Office were approximately $3,819,181. Further details on financials can be found under section 8.0.



4.0 Shared Commitments

The mandate and mission of the Women's Policy Office is achieved by working in partnership with the Advisory Council, the RCCs, other equality-seeking groups, as well as Federal and Provincial Government departments and agencies, industry and partners.

4.1 Violence Prevention

The Women's Policy Office continued to maintain partnerships to prevent violence through the development of a new VPI action plan.

Provincial Government partner departments include: Justice (including the RNC and the RCMP); Advanced Education and Skills; Health and Community Services; Education; and Child, Youth and Family Services. Provincial Government partners also include the Labrador and Aboriginal Affairs Office, the Office of Public Engagement, Newfoundland and Labrador Housing Corporation, the Labour Relations Agency and Regional Integrated Health Authorities.

Community partners include, but are not limited to: 10 RCCs, the Advisory Council, the NLSACPC, the THANL, the Seniors Resource Centre of Newfoundland and Labrador, and the Citizen's Crime Prevention Association of Newfoundland and Labrador.

VPI Stakeholder Conference

On March 18, 2014, the Women's Policy Office held the sixth annual VPI Provincial Stakeholders' Conference on the theme of *Preventing Violence against Older Persons*.

A committee was convened to plan the conference, including representatives from the VPI, Office for Aging and Seniors, and four RCCs: Violence Prevention South and Central; Burin Peninsula Voice Against Violence; Eastern Region Committee Against Violence; and the Coalition Against Violence (Avalon East).

The *Respect Aging* training program was unveiled at the conference which addressed a number of topics in relation to violence against older persons including:

- Escaping Violence: A Toolkit
- Fraud against Older Persons
- Violence against Older Persons…A Community Concern
- Community Perspectives on Violence against Older Persons

Approximately 70 stakeholders attended the conference. Those who completed evaluation forms indicated that they viewed the conference favourably overall. A final conference report was produced and distributed to all participants.

4.2 Advancing Women in Leadership: *Ovations*

During 2013 - 14, the Women's Policy Office continued its involvement with the Steering Committee for the *Ovations* program. The program was created to recognize and celebrate women leaders in the province and to provide opportunities for professional development. Based on feedback from the *Ovations 2013 Leadership* Forum, two of the four *Ovations 2014* Lunch & Learn sessions were delivered across the province during the reporting period. Each session featured a prominent Newfoundland and Labrador female leader as the keynote speaker. Speakers were chosen by the *Ovations* committee because of their prominent roles on boards, effectiveness as speakers, and/or their success as businesswomen. The following chart provides information on the dates and locations of the 2-hour Lunch & Learn sessions:

DATE	LOCATION	KEYNOTE SPEAKER
February 21	Clarenville Inn, Clarenville	Iris Petten
March 7	Mount Peyton Hotel, Grand Falls-Windsor	Anne Whelan

4.3 Women's Employment Plans

During 2013 - 14, the Women's Policy Office helped advance the Government of Newfoundland and Labrador's commitment to improve women's economic well-being. Work undertaken by the Women's Policy Office aimed to reduce the wage gap between women and men, broaden women's occupational choices, and support initiatives for women-owned businesses. The Women's Policy Office continues to work in partnership with the departments of Advanced Education and Skills, Innovation Business and Rural Development, Natural Resources, amongst others, to broaden women's occupational choices, increase their employment opportunities, and improve the participation of women-owned businesses, particularly in large resource developments throughout the province.

Since 2002, the Provincial Government has put measures in place to ensure that women are able to avail of opportunities with large resource developments by requiring that project

operators develop and implement Women's Employment Plans (WEPs) for their projects. These plans, which may include business access strategies, are required as a condition of release from the regulatory process and/or environmental assessment of the proposed projects. The Women's Policy Office, in partnership with the Department of Natural Resources, provides leadership to the Provincial Government in the negotiation of these plans.

By working across departments, with industry and community-based organizations, the Women's Policy Office aims to improve women's economic equality. The Women's Policy Office has worked closely with partners such as the Women in Resource Development Corporation (WRDC), the Office to Advance Women Apprentices (OAWA), and the Newfoundland and Labrador Organization of Women Entrepreneurs (NLOWE) to ensure that all new resource development projects contain plans that reduce barriers to women's employment and to business access.

To improve women's social and economic wellbeing, the Women's Policy Office continues to maintain close working relationships with all Provincial Government departments and agencies to provide policy advice in an effort to ensure that the impacts of all legislation, policies and programs are brought to the attention of decision-makers.

5.0 Highlights and Accomplishments

Respect Aging Program

In March 2014, the VPI unveiled the new *Respect Aging* training program for the recognition, prevention and intervention of violence against older persons. This is a collaborative project between the Women's Policy Office and the Office for Aging and Seniors. A 16-module participants' guide as well as two accompanying training manuals (one specific to law enforcement agencies) have been developed and printed. A new *Respect Aging* website (www.respectaging.ca) containing all training materials and other information was also launched in March 2014.

Violence Prevention Grants Program for Aboriginal Women

As per the strategic directions, the Women's Policy Office aims to prevent violence against Aboriginal women. In 2013 - 14, the Minister Responsible for the Status of Women awarded $200,000 under the Aboriginal Women's Violence Prevention Grants Program for 11 projects. The following provides a description of the project proposals:

St. John's Native Friendship Centre
Empowering Women, Embracing Culture, Strengthening Communities
This project is designed to provide women with the opportunity to empower one another through education, mentorship and culturally rich experiences. Activities are designed to take place on a regular basis to create a safe and welcoming program that women could look forward to. These opportunities will ensure that women feel they have a safe place to learn, grow and share. Grant awarded: $30,000

NunatuKavut Community Council Inc.
NunatuKavut Elder & Youth Gathering
This project comprises of a three-day Elder & Youth Gathering for Aboriginal Elders and

Youth to spend time learning from each other. Along with storytelling and traditional knowledge sharing, time will be allotted to design and create children's stories which will be compiled and shared with others. This intergenerational initiative is designed to enhance the spiritual, mental, emotional and physical health and well-being of Aboriginal Elders and youth. The Elder & Youth Gathering will be open to youth ages 10 and up from across Labrador. Sessions will be held on violence prevention, Type 2 Diabetes prevention, physical activity, healthy eating and overall wellness. Grant awarded: $25,512

Flat Bay Indian Band Inc.
Captive Expressions - Violence Prevention Indigenous Film Series
The 2014 Captive Expressions - Violence Prevention Indigenous Film Series will initiate a sequence of films to raise the standards for violence prevention through cultural evolution across the nation. In the first of the series, six local Mi'kmaq Elders will be interviewed about the dynamic of abuse and violence that they witnessed during the oppression period of Mi'kmaq identity. Cast from the community and local vicinity will be enlisted to create re-enactments of the Elder's reflections and local Violence Prevention Facilitators will speak about the domino effects of the oppression generation on the current generation. An abstract of how to heal from violence and abuse, as well as how to live up to the standards of the Mi'kmaq culture by integrating cultural healing techniques and traditional wisdoms will be developed. Followed by a community launch of the film, the abstract will be submitted to the Imagine Native Film Festival for the October 2014 Canada-wide festival. Grant awarded: $25,000

Sheshatshiu Innu First Nation
Innu Ishkueut Healing Journey – Conference
The intent of this project is to send several women from the community to an anti-violence and suicide prevention conference in Montreal, Quebec. These issues are very prominent in the community and the conference will provide an opportunity for awareness and intervention for those who have been most impacted. Grant awarded: $10,000

Sheshatshiu Innu First Nation
Innu Ishkueut Healing Journey – Retreat
This project aims to teach young women and children about the different types and forms of violence, how to recognize violence, and how to prevent it. These teachings will take place during a wilderness retreat. Grant awarded: $15,000

Nunatsiavut Government
Annanut Kativisak Women's Retreat
Six women from each community of Nain, Hopedale, Postville, Makkovik, Rigolet and North

West River will be provided with the opportunity to apply to the Status of Women Office of the Nunatsiavut Government to participate in a local retreat in or near their home community. The retreat will allow women to discuss violence-related issues in their communities and improve cultural strength by giving women the opportunity to get out on the land and connect with each other without the hardship of leaving their home community and their families. Grant awarded: $8,336

Nunatsiavut Government
Self Defense Workshops
Wenlido E.A.S.T. is a program developed in British Columbia that stands for Empowerment, Assertiveness and Self-defense Training. The program was created by women, for women and is designed for women of any age. Trained facilitators in Happy Valley-Goose Bay are available to travel to the north coast communities of Makkovik and Hopedale to provide training for Inuit women. This training will provide Inuit women with the means to protect themselves in violent situations if they occur. It will also be beneficial in building Inuit women's confidence to stand up to violence, which will hopefully lead to a decrease in the amount of violence against Inuit women. Grant awarded: $10,640

AnanauKatiget Tumingit Regional Inuit Women's Association Inc.
Phase Two Community Wellness Workshops
This project aims to facilitate the provision of violence awareness workshops in the communities of Nunatsiavut (Nain, Hopedale, Makkovik, Postville and Rigolet) as well as Happy Valley-Goose Bay and North West River. It is anticipated that in the course of one year, three workshops on different violence awareness topics will be delivered for a total of 24 workshops. Grant awarded: $25,512

Qalipu Mi'kmaq First Nation
Enabling Qalipu Women
Over two weekends, Qalipu women between the ages of 18 and 30 will come together at a secluded retreat to focus on traditional culture, leadership skills and how to successfully blend their traditional culture with the modern lifestyle and aspirations which are the keystones of contemporary Qalipu culture. The retreats will focus on the two sides of the Qalipu culture, integrating traditional Mi'kmaq culture with a modern contemporary culture. The first retreat will focus on Mi'kmaq culture, art, traditional crafts and oral story telling. The second retreat will focus on women and leadership. The skills developed in the retreats will assist the participants in finding jobs, developing their own businesses, acting as managers and supervisors in the workplace or in becoming political and social leaders in their community and the Nation, how to understand the complexity of sexual harassment

and how to respond to sexual harassment in the workplace. Grant awarded: $15,000

Mushuau Innu First Nation
Natuashish Women's Shelter Violence Prevention Enhancement Project
This project will increase the capacity of the women's shelter by providing opportunities specifically for the capacity building for staff as well as outreach programs and services for the entire community. Community-based violence prevention initiatives will be developed and delivered from a population health perspective which ensures cultural competence and safety. In addition to the outreach component of the project, staff will participate in regional and provincial conferences, networking meetings and policy discussions which would not otherwise be possible. Grant awarded: $30,000

Newfoundland Aboriginal Women's Network
Following in our Grandmothers Footprints; Realizing our Leadership Potential, Phase II
This project is the second phase of a three-phased initiative that seeks to identify the barriers that exist, or are perceived to exist, in the communities of Benoit's Cove and Stephenville, which are preventing Aboriginal women from achieving economic security. Phase II will see the implementation of culturally-based personal capacity building and the gaining of learned skills from Aboriginal crafts people and Elders. It will also provide the participants with the ability to meet with successful Aboriginal business owners in the specific areas identified in the assessment phase. Grant awarded: $5,000

Supplier Diversity Committee

In 2013 - 14, the Women's Policy Office participated in a Supplier Diversity Committee organized by the Women's Policy Office and the departments of Innovation, Business and Rural Development, and Natural Resources. The aim of this committee is to develop initiatives that support diverse supplier development and improve access for women-owned businesses to contracts awarded by resource development projects in the province.

6.0 Strategic Issues – Report on Performance

Throughout this reporting period, the Women's Policy Office continued to work with Provincial Government departments and agencies as well as community organizations to implement programs and initiatives to address the traditional barriers for women with respect to social and economic equality and advancement in Newfoundland and Labrador. The following report provides details on the Women's Policy Office's efforts to achieve its planned goals and objectives.

Issue #1: Violence Prevention

The Provincial Government is strongly committed to preventing violence in Newfoundland and Labrador through the VPI, which is a Provincial Government-community partnership to find long-term solutions to violence against populations most likely to experience violence and abuse.

Through the implementation of the VPI, the Provincial Government, in collaboration with community partners, increased awareness, improved research, positively changed public attitudes and behaviours towards violence, enhanced community participation and improved legislation, policy, programs and services.

The 2010 *Provincial Survey of Attitudes towards Violence and Abuse* showed that over 57 per cent of respondents indicated their awareness of violence had increased during the 2006 VPI action plan. Of these respondents, 62 per cent indicated that their attitudes towards violence and abuse had positively changed, and 37 per cent indicated their behaviours had consequently positively changed.

This survey also showed that 48 per cent of respondents identified the need to continue to create awareness and education about what violence is and what can be done about it as the most important thing that can be done to prevent violence and abuse.

Between 2006 and 2012, 37,238 violent crimes were reported against adults over the age of 18 in Newfoundland and Labrador. Of these crimes, 20,462 were against women and 16,776 against men. This represents an overall increase of 32 per cent in police-reported violent incidents against adults between the years 2006 and 2012. Violent crimes against women increased by 24 per cent, while violent crimes against men increased by 43 per cent.

Between 2006 and 2012, 10,897 violent crimes were reported against children under the age of 18 in Newfoundland and Labrador. Of these crimes, 5,609 were against girls and 5,288 against boys. This represents an overall increase of four per cent in police-reported violent incidents against children between the years 2006 and 2012. Violent crimes against girls increased by 12 per cent, while violent crimes against boys decreased by three per cent.

Educating everyone in the province, at every age, is an important step to preventing violence and abuse. The Provincial Government has evaluated *Taking Action Against Violence 2006-2012*, and through consultation with partners, stakeholders and victims of violence, is preparing a new, focused action plan to commence in fiscal 2014 - 15.

Strategic Direction

Work underway in this reporting period continues to advance the Provincial Government's strategic direction of reduced violence through focused initiatives such as the VPI which has contributed to legislative policy, program and service changes that help create safe, violence-free communities.

Goal 1

By March 31, 2014, the Women's Policy Office will have undertaken initiatives to advance violence prevention for women and other vulnerable populations in Newfoundland and Labrador.

Measure

Undertaken initiatives to advance violence prevention for women and other vulnerable populations.

Indicator

Collaborative initiatives developed with government and community partners to prevent violence against vulnerable populations.

Supporting Community. The VPI continued to provide annual operational funding to 10 RCCs in the amount of $80,000 each, plus an additional $20,000 for Violence Prevention Labrador to offset travel cost. This annual investment supports the RCCs to provide core services in information and referral, public education, training and outreach, and community leadership, coordination and accountability. Since 2011, $2,460,000 has been allocated to the RCCs.

Over the reporting period $315,000 was allocated to THANL with an annual grant of $105,000 to provide core services in: information and referral; coordination on training and

program development for shelter administrators and staff; and community leadership, coordination and accountability.

The Women's Policy Office continued to provide $110,000 in annual operational funding to the NLSACPC for a total of $330,000 over the reporting period. The NLSACPC provides core services in: information and referral; crisis counselling; fostering liaison with other social agencies and government; providing leadership and coordination on training and program development for volunteers of the Centre; and community leadership, coordination and accountability.

Annual Purple Ribbon Campaign. Since 2010, the Minister Responsible for the Status of Women has launched the Provincial Government-led *Purple Ribbon* campaign annually to raise awareness about male violence against women.

The campaign coincides with the 16 Days of Activism against Gender Violence, ending on December 10, and includes two significant dates: November 25, the International Day for Elimination of Violence Against Women; and December 6, the National Day of Remembrance and Action on Violence Against Women.

To support this initiative, lapel pins and car magnets in the shape and colour of a purple ribbon were distributed throughout Newfoundland and Labrador. A series of related fact sheets were also distributed in both paper and online formats. Along with Provincial government departments and agencies, community organizations, Aboriginal partners, municipalities, schools, corporations, post-secondary institutions and unions participated in the campaign.

Aboriginal Women's Violence Prevention Grants. Throughout 2011 - 14, the Women's Policy Office continued to offer the annual Aboriginal Women's Violence Prevention Grants program to prevent violence against Aboriginal women and children.

Over the last three years, $578,000 has been allocated to Aboriginal governments and organizations in the province to implement 30 violence prevention projects.

Violence Prevention Month. The VPI continued to coordinate Violence Prevention Month in Newfoundland and Labrador during February to increase community awareness of, and responsiveness to, violence and abuse with the Minister Responsible for the Status of Women hosting a proclamation-signing event to mark the beginning of Violence Prevention Month, attended by both the Provincial Government and community partners.

The 10 RCCs have held a wide array of events each year during Violence Prevention Month, including educational sessions, awareness events, conferences, presentations and media activities, among many other activities.

Evaluation of the 2006 - 2012 VPI Action Plan and Development of a New Action Plan. As committed in the 2011 *Speech from the Throne*, the VPI has completed an evaluation of its action plan, *Taking Action Against Violence 2006-2012*, and in collaboration with partners, stakeholders and victims of violence, is developing a new action plan to be unveiled in fiscal 2014 - 15.

In 2011, the VPI completed provincial/territorial jurisdictional analysis of violence prevention action plans and emerging best practices in Canada, as well as a review of primary and secondary research. The evaluation continued in 2012 with round table consultations and key informant interviews held with stakeholders including:

- Departments and Agencies;
- RCCs;
- Provincial partner organizations;
- Community stakeholder organizations;
- Aboriginal governments and organizations;
- Women's centres; and
- Shelters and transition houses.

A total of 15 community round table sessions were held with community and Aboriginal partners in May and June of 2012, including one session held in each RCC region to hear directly from their memberships. An online consultation discussion guide was made available on the Provincial Government website to seek feedback and input from members of the public.

Urban and rural client satisfaction focus groups were also held in August 2012 with female victims of violence who had accessed violence prevention and intervention services.

This information will be considered in the development of future action plans with respect to the prevention of violence.

Indicator

Updated research, training and social marketing tools to aid in preventing violence against women and other vulnerable populations.

Social Marketing Activities. The VPI continued its commitment to raise awareness about violence against vulnerable populations by continuing to implement the *Respect Women* campaign to prevent male violence against women and the *OutrageNL* campaign to prevent violence against youth. In an effort to ensure the ads have maximum reach as well as target youth audiences, television print and online ads were used. Revisions and updates with current information and resources were also made to the *OutrageNL* and VPI websites.

Primary Research. The VPI has been working in collaboration with the Newfoundland and Labrador Statistics Agency (NLSA) on the development and design of the first Provincial Victimization Survey to determine the incidence of self-reported violence. The aim of this survey is to collect baseline data to supplement police-reported violence crime data.

The VPI also began preliminary work on the development of the second *Provincial Survey of Attitudes Towards Violence and Abuse*. Data from this survey will be compared with baseline data collected during the 2010 survey to measure changes in public awareness, attitudes and behaviours towards violence and abuse.

Violence Awareness and Action Training. The VPI continued to deliver the one-day VAAT to front-line Provincial Government and community workers, as well as the two-day VAAT train-the-trainer workshop.

Respect Aging Training. In partnership with the Office for Aging and Seniors, the VPI continued to work on the development of a new *Respect Aging* training program for the recognition, prevention and intervention of violence against older persons. An Aboriginal advisory committee and a provincial committee of Provincial Government and community stakeholders informed the development of the program. *Respect Aging* was unveiled at the VPI Provincial Stakeholder Conference in March of 2014.

A 16-module participants' guide as well as two accompanying training manuals (one specific to law enforcement agencies) have been produced, as well as accompanying PowerPoint slides. A new *Respect Aging* website has also been developed containing all training materials and other information: www.respectaging.ca.

In this reporting period, approximately 100 participants have received training, including representatives from: Regional Health Authorities; law enforcement agencies (RNC and RCMP); RCCs; Women's Centres; Aboriginal partners; and other community stakeholders.

Objective 1

By March 31, 2014, the Women's Policy Office will have undertaken initiatives to improve primary research and data collection related to violence prevention and violence against vulnerable populations in Newfoundland and Labrador.

Measure

Undertaken initiatives to improve primary research and data collection related to violence prevention and violence against vulnerable populations in Newfoundland and Labrador.

Indicator	Progress and Accomplishments:
Initiated improved primary research and data collection in collaboration with the NLSA to develop the province's first Provincial Victimization Survey.	*Provincial Victimization Survey* To improve data collection and primary research, the VPI worked in collaboration with the NLSA to begin the development and design of the province's first Provincial Victimization Survey. The survey is intended to capture self-reported violent victimization on a provincial level to supplement police-reported violent crime data. During the last year, the NLSA worked to determine appropriate methodology for the survey. The VPI office also began the design of the questions to be used in the survey. Data collection will occur through the NLSA which is guided by the *Statistics Agency Act*.
Initiated improved primary research and data collection in collaboration with the NLSA to develop the province's second Provincial Survey of Attitudes Towards Violence and Abuse.	The VPI began preliminary work on the development of the second *Provincial Survey of Attitudes Towards Violence and Abuse*. Data from this survey will be compared with baseline data collected during the 2010 survey to measure changes in public awareness, attitudes and behaviours towards violence and abuse.

Issue #2: Economic Security

The Government of Newfoundland and Labrador is committed to ensuring women share equitably in the economic benefits of this province. Working to reduce barriers to women's economic advancement and increasing the number and retention of women in a broad range of occupations is of strategic importance to the Women's Policy Office. As of March 31, 2014, approximately 800 women were registered with the OAWA. This demonstrates increasing opportunities for women in non-traditional fields.

Strategic Direction

The Women's Policy Office is consistently updating and strengthening protocols for the benefit of provincial residents to promote women in business in non-traditional occupations. This is an ongoing process that will continue to advance women in a diversified provincial economy.

Goal 2

By March 31, 2014, the Women's Policy Office will have supported advancing the economic status of women and their participation in non-traditional occupations.

Measure

Supported the advancement of the economic status of women and their participation in non-traditional occupations.

Indicator

Updated gender-based analysis, women's employment plans and business access strategies best practice tools. The Women's Policy Office conducted gender-based analysis and provided comments on environmental assessment registrations to identify projects that require the development of a women's employment plan and business access strategies. The Women's Policy Office also participated in the environmental assessment committees for Alderon, Joyce Lake, Elross Lake, Fluorspar Mines, White Rose Extension, Houston II mine, Vale's Long Harbour Project, Rambler Mines, and the ExxonMobil's Hebron project. The role of the Women's Policy Office is to address any concerns and ensure that project proponents have sufficient information to proceed with developing a WEP.

Each resource development project is different so the Women's Policy Office, in consultation with the Department of Natural Resources, analyzes project documents to determine strategies to improve women's participation. As resource development projects have evolved so has the content of each WEP negotiated by government.

The Women's Policy Office works with the Department of Natural Resources and project proponents to continuously improve aspects of the plans. For example, plans have evolved to include business access strategies to improve procurement opportunities for women-owned businesses. ExxonMobil's Hebron project has the first business access component to support women-owned businesses, and Alderon's Kami Mine negotiations in 2013 resulted in a commitment to space for a 40-space childcare centre. These are all examples of ways that government tries to continuously improve the outcome of projects for women that will remain in place after the projects have concluded.

WEPs have also evolved into GEDPs which include other diversity groups such as people with disabilities, visible minorities and Aboriginal peoples. The Women's Policy Office has been increasing its collaboration with internal offices representing these groups to strengthen the diversity plans during the negotiation process.

Indicator

Collaborative initiatives developed with stakeholders to increase the economic status of women. Through the Roundtable on Advancing Women's Economic Status, the Women's Policy Office worked with Provincial Government departments and community organizations such as NLOWE, the OAWA, and WRDC, in a support and facilitation capacity to develop recommendations to increase opportunities for women in business and advance women in skilled trades in Newfoundland and Labrador.

As a result of the work of the Roundtable, in 2013, a Supplier Diversity Committee was established to develop strategies to increase the participation of women-owned businesses in large resource projects. This work remains ongoing with Women's Policy Office in an advisory and support capacity into 2014.

The Women's Policy Office participated in or provides supports to a number of industry and stakeholder events such as the OAWA and WRDC Lunch & Learn workshops and conferences, as well as the NLOWE conference in an effort to continue dialogue with these organizations, working towards strengthening the relationships with all parties involved.

Objective 2

By March 31, 2014, the Women's Policy Office will have advanced the planning and enforcement of women's employment and business access planning and identified tools and processes to advance women's needs in regions where economic development exists.

Measure

Advanced the planning and enforcement of women's employment and business access planning and identified tools and processes to advance women's needs in regions where economic development exists.

Indicator	Progress and Accomplishments
To complete negotiation of WEPs and business access strategies for the Lower Churchill Project and Husky White Rose Extension Project and obtain Ministerial approval.	Negotiations of WEPs and business access strategies for Nalcor's Lower Churchill project and Husky's White Rose Extension Project were substantially completed. A WEP for Alderon's Kami Mine has also been successfully negotiated. Ministerial approval has also been received for the Husky and Alderon projects.
To implement/continue negotiations of women's employment plans and business access strategies for the Alderon Project, Lower Churchill Maritime Link Project, and Voisey's Bay Underground Mine Project.	The Women's Policy Office and the Department of Natural Resources have completed negotiations of WEPs and business access strategies for Alderon's Kami Mine and Emera's Maritime Link Project. Voisey's Bay Underground Mine has been notified that a WEP will be required. Negotiations are scheduled to commence during summer/fall 2014.

Issue #3: Social Security

Through the Women's Policy Office, the Provincial Government has made advancing the status of women and girls a top priority and continues to work diligently with stakeholders to support women in our province. The Women's Policy Office works to promote women's social security by providing gender-based analysis on policy, programs and legislation, and by working to create awareness and educate about the traditional barriers that hinder women in achieving social security.

Strategic Direction

Through key partners and community connections such as the eight Women's Centres, the Multicultural Women's Organization of Newfoundland and Labrador, and the Newfoundland Aboriginal Women's Network, the Women's Policy Office works to improve social policy outcomes for women, which is a strategic direction of the Women's Policy Office. Through

collaboration, the Women's Policy Office is able to provide consultation to departments and develop strategies in support of the social advancement of women.

Goal 3
By March 31, 2014, the Women's Policy Office will have supported the social advancement of women and girls.

Measure
Enhanced support for the social advancement of women and girls.

Indicator
Collaborative initiatives developed with Atlantic Status of Women ministries to communicate to the public links between media, social media, violence and self-esteem for women and girls. In 2011, the Women's Policy Office worked collaboratively with the Atlantic Ministers Responsible for the Status of Women to develop and launch a series of fact sheets addressing the links between media, social media and violence. The fact sheets include:

- 10 Tips for Girls;
- 10 Tips for Parents; and
- What We All Need to Know.

In addition to the three fact sheets, a five year action plan and website were also developed (www.cybersafegirl.ca).

In October 2013, the Women's Policy Office hosted the Atlantic Minister's Meeting. During this meeting, Minister's launched the Cyber Safe Girl Initiative at MacDonald Drive Junior High in St. John's on the first International Day of the Girl.

The Provincial Government continues to work collaboratively with the Atlantic Provinces on the Cyber Safe Girl Initiative.

Indicator
Collaborative initiatives developed with government departments to promote family-friendly policies and work environments for women. The Women's Policy Office conducted extensive background research on national and international family-friendly policies to help inform the Provincial Government Population Growth Strategy. The Women's Policy Office will

continue to work with the Department of Advanced Education and Skills to provide input into the ongoing development of the strategy. On an ongoing basis, the Women's Policy Office will continue to work with industry and corporations to support safe working environments for women.

Objective 3

By March 31, 2014, the Women's Policy Office will have increased distributed information to departments and employers of policy options relating to increasing the birth rate in Newfoundland and Labrador.

Measure

Increased distribution of information to departments and employers of policy options relating to increasing the birth rate in Newfoundland and Labrador.

Indicator	Progress and Accomplishments
Met with the lead on the Population Growth Strategy and provided background research and additional information from the Women's Policy Office.	The Women's Policy Office researched various policies nationally and internationally regarding increasing birth rate and family friendly policies. The Women's Policy Office met with the lead department for the Population Growth Strategy and provided this information.
Continue to provide support to the Population Growth Strategy through the research of current and emerging practices regarding birth rate in collaboration with the Department of Advanced Education and Skills – lead department for the Population Growth Strategy.	The Women's Policy Office met with the lead department to discuss the ongoing development of the strategy. The Women's Policy Office provided input into the interdepartmental inventory of existing or planned government initiatives with the Department of Advanced Education and Skills.

Issue #4: Advancing Aboriginal Women

The Provincial Government continues to support the identification of solutions to improve the socio-economic conditions of Aboriginal women throughout Newfoundland and Labrador as a component of the strategic direction to improve social policy outcomes for

women. Aboriginal women have identified the following areas: health, justice, housing, employment, culture, and violence prevention, as important to ensuring that they have true equality in their homes, communities and province.

Strategic Direction

The Women's Policy Office continues to advance issues of importance to Aboriginal women through internal processes and by providing funding through the Aboriginal Women's Violence Prevention Grants program.

Goal 4

By March 31, 2014, the Women's Policy Office will have supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.

Measure

Supported the advancement of Aboriginal women relating to their social, economic, cultural and legal well-being.

Indicator

Hosted Annual Aboriginal Women's Conferences. The Women's Policy Office continues to advance issues of importance to Aboriginal women by funding a Provincial Aboriginal Women's Conference. During this reporting period the Women's Policy Office funded two conferences, one in St. John's and one in Happy Valley-Goose Bay.

Objective 4

By March 31, 2014, the Women's Policy Office will have supported the capacity of Aboriginal women to prevent violence in their own communities in Newfoundland and Labrador.

Measure

Supported the capacity of Aboriginal women to prevent violence in their communities through the VPI's Aboriginal Women's Violence Prevention Grants Program.

Indicator	Progress and Accomplishment
Disseminated funding through the VPI's Aboriginal Women's Violence Prevention Grants Program.	The goal of the Aboriginal Women's Violence Prevention Grants Program is to support the prevention of violence against Aboriginal women and children. Eleven (11) organizations received funding through the Program during 2013-14 as indicated in Section 5.0.

Inuit Women Capacity Building Project.	In its final year of implementation this project continued to inform Inuit women of the opportunities available to them through the Facebook page *Knowledge is Empowerment*. Workshops were also held in Makkovik and Nain in traditional atigik (parka) making which saw a total of 20 women participants.

Issue #5: Leadership and Decision Making

The Provincial Government is committed to advancing women into positions of leadership and decision-making and this is a key priority of the Women's Policy Office. The approach taken by the Women's Policy Office is to promote a variety of initiatives aimed at women in different areas such as business, workforce, family, community, and elected office. Significant progress has been made with promoting women in the public service. However, more work is required in other areas. The WEPs help advance women into leadership positions as this is a requirement in many of the plans. Throughout this reporting period, the Women's Policy Office collected and reported on statistics related to women in decision-making roles and participated in a *'Women in Leadership'* conference.

Strategic Direction

The Women's Policy Office remains committed to increasing participation in leadership and decision-making positions and participated in a *'Women in Leadership'* conference.

Goal 5

By March 31, 2014, the Women's Policy Office will have increased capacity of provincial agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.

Measure

Increased capacity of provincial departments and agencies and community stakeholders to apply gender-based analysis, women's employment and business access planning.

Indicator

Use of gender-based analysis tool by provincial departments and agencies and community stakeholders. The Women's Policy Office has identified training opportunities for gender-based analysis tools through the Status of Women Canada's GBA+ training package. These tools are considered good resources for training for Provincial Government departments, agencies and stakeholders. The Women's Policy Office continues to work with departments

to build effective capacity for gender-based analysis by providing advice and consultation as departments are considering policy improvements for women.

Indicator

Use of women's employment plan tool by provincial departments and agencies and stakeholders. Training has included orientation to women's employment planning to project proponents and to 10 key departments (including Natural Resources, Innovation, Business and Rural Development, Environment and Conservation and Advanced Education and Skills), stakeholders and community partners that support the planning and implementation of these plans.

Departments, with support from the Women's Policy Office, provide analysis of gender issues with respect to women's employment and other issues in accordance with established general procedures for gender-based analysis. In 2013, this involved adding a guide to developing women's employment plans which is used on a continuous basis to develop present and future GEDPs.

Indicator

Use of business access strategy tool by provincial departments and agencies and community stakeholders. The Women's Policy Office is participating on a Supplier Diversity committee to develop a strategy to improve business access for women. Creating awareness of supply-chain issues and developing opportunities for women-owned businesses to successfully participate in procurement activities for large scale business operation is a goal of the Women's Policy Office.

Objective 5

By March 31, 2014, the Women's Policy Office will have an integrated information system online relating to the advancement of the status of women in Newfoundland and Labrador and supported stakeholders in the delivery of training to the private sector and other organizations.

Measure

Provided training to Provincial Government departments and agencies about using gender-based analysis, women's employment and business access planning.

Indicator	Progress and Accomplishments
Access information for online tools is disseminated to Provincial Government departments	The Women's Policy Office website is an important source of information on a range of issues and topics such as: - A Guide to Equitable Employment;

and agencies, in addition to partners and stakeholders and host that information on the Women's Policy Office website.	- Moving Forward: A Review of Natural Resource Sector Gender Equity Initiatives; - A Scan of Gender Equity Policies and Practices - Women Running for Elected Office: Guides and Information Information will continue to be updated on the Women's Policy Office website. During the reporting period, the Women's Policy Office delivered training workshops. These included training on Gender Equity and Diversity Planning to the Provincial Advisory Council on the Status of Women and a workshop on Women in Leadership to the Canadian Institute of Management.
The Women's Policy Office gender-based analysis tool updated.	The Women's Policy Office's work in developing tools and training for gender-based analysis remains ongoing. The Status of Women Canada's online GBA+ tool is an available resource for departments and other public sector organizations in conducting gender-based analysis. The link to the online tool can be found on the following link http://www.exec.gov.nl.ca/exec/wpo/genderbased/index.html

7.0 Opportunities and Challenges Ahead

The Women's Policy Office, under the VPI, works collaboratively with the NLSA to undertake primary research to develop and improve data specific to the various forms of violence and the populations who are most impacted within Newfoundland and Labrador. Over the past seven years, police-reported violent crime has increased in the province. This could reflect an increase in knowledge and awareness regarding violence and abuse leading to increased reporting or an actual increase in the occurrence of violence and abuse in the province. Despite prevention efforts, this demonstrates the need to continue to invest in violence prevention. Having access to data is integral to informing public policy, thus, the Women's Policy Office continues to collect relevant information and statistics to inform policy and program development. The Women's Policy Office will continue to work with the NLSA in the collection and dissemination of statistical information, and to undertake primary research in areas such as the gender breakdown around training and employment, women in elected office and women on boards, as well as the income for at risk groups such as, seniors, single-parent families, Aboriginal women and women with disabilities.

As a member of the organizing committee for the *Ovations Program*, the Women's Policy Office, in partnership with the Provincial Advisory Council on the Status of Women, will continue to coordinate professional development events for women. Feedback from these events indicate that a number of opportunities exist to strengthen networks and advance the status of women and girls in Newfoundland and Labrador.

The Provincial Government negotiates requirements for business access strategies with project operators; however there is a gap between the supplier opportunities and the availability and identification of qualified women-owned businesses. The Supplier Diversity committee was created to support diverse supplier development and improve access for women-owned businesses to contracts awarded by resource development projects in the province. This work will be ongoing throughout the next reporting period.

Given this province's economic position and outlook, continuing work on gender-based analysis and the further development of GEDPs is integral in supporting the social and economic advancement of women in this province, and are a key area of focus for the Women's Policy Office. The opportunities that large-scale resource projects and women-owned business development bring to this province can benefit all residents of Newfoundland and Labrador.

8.0 Financial Statements (Unaudited)

Expenditure and revenue figures included in this document are unaudited and based on public information provided in the Report on the Program Expenditures and Revenues of the Consolidated Revenue Fund for the year ended March 31, 2014. Audited financial statements are a requirement at the Provincial Government level and are made public through the Public Accounts process; however, the Women's Policy Office is not required to provide a separate audited financial statement.

Office of the Executive Council	Actual ($)	Amended ($)	Original ($)
Women's Policy			
Women's Policy Office			
01. Salaries	727,215	754,800	741,200
02. Employee Benefits	196	1,500	1,500
03. Transportation and Communications	38,970	167,900	170,900
04. Supplies	14,113	15,000	15,000
05. Professional Services	29,875	171,300	171,300
06. Purchased Services	116,461	251,400	251,400
07. Property, Furnishings and Equipment	4,736	6,700	3,700
10. Grants and Subsidies	2,465,500	2,517,100	2,517,100
02. Revenue – Provincial	(1,985)	-	-
TOTAL: Women's Policy Office	3,395,081	3,885,700	3,872,100
Provincial Advisory Council on the Status of Women (PACSW)			
10. Grants and Subsidies	424,100	424,100	424,100
TOTAL: PACSW	424,100	424,100	424,100
TOTAL: Women's Policy	3,819,181	4,309,800	4,296,200